



Minutes City Council's Tourism & Amateur Sports Committee October 11, 2006

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, October 11, 2006, 3:00 p.m., at the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Travis Dray, Deputy Mgr, Recreation
Shelley Hearn, Community Rel Mgr
Connie Krosschell, Exec Assistant
Nancy Ryan, Rio Salado Mgr
Chris Salomone, Community Dev Mgr
Sheri Wakefield-Saenz, Deputy Comm Dev Mgr - Econ Dev

Guests Present:

Stephanie Nowack, Tempe Convention & Visitors Bureau
Virgil Renzouli, ASU

Councilmember Mitchell called the meeting to order at 3:10 p.m.

Agenda Item 1 – Discuss Committee Goals and Scope of Work 0101-03-05

Councilmember Mitchell distributed a draft scope of work and asked for suggestions for additions.

General discussion was held regarding:

- Work with ASU and TCVB to bring technical conferences, meetings, etc. to Tempe.
- Identification of Tempe's competitive advantages and obstacles, i.e. ability to use facilities.
- Development of a marketing kit for different niches.
- Sports market - Is there a return on it, is there a need for it, is there a niche for it?
- Partnership with ASU for sharing of facilities and potential study to see what facilities are available, lease rates, hours open, identification of nationwide market and what uses might fit those facilities.
- Tempe's involvement with Super Bowl
- Sports facility - bring another RFP to Council or a partnership with ASU.

- Angels' Spring Training – work with Angels to bring in a team from Mexico for spring training or exhibition game.
- Insight Bowl – development of a marketing tool and strategy, possibility of a package deal with the game and the Block Party
- Homecoming – possibility of offering inexpensive tickets to employees, school districts, veterans to encourage attendance at the block party at University and College.

Councilmember Arredondo emphasized that there are two things that have to get on the fast track: Insight Bowl and Spring Training. We need to decide what we are going to do.

Stephanie Nowack added that TCVB has a committee in place for the Insight Bowl. This committee is working on a comprehensive marketing and public relations plan, which includes traveling to the cities once they are chosen, doing a media sales blitz, and a targeted program with travel agents in the respective communities.

Councilmember Mitchell asked that any ideas for the scope of work go to Shelley Hearn so that the work plan can be finalized at the next meeting.

Agenda Item 2 –Future Agenda Items

- Finalization of Work Plan
- Insight Bowl
- Spring Training
- TCVB update on activities
- Community Development update on potential hotel projects and timelines
- Sports Facility and potential partnership with ASU
- Update on TCVB's Insight Bowl committee's work

Agenda Item 3 – Public Appearances

None.

Meeting adjourned at 3:55 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Connie Krosschell
Acting City Clerk